

A Rose in the Winter Snow
Implementation Committee Update – February 2022
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This rose is resilient and continues to bloom regardless of the harsh environment all around it. As Canadians continue to weather the challenges of the pandemic, members bloom wherever they are planted and work diligently to promote the sisterhood of faith, service and social justice. The following is an update on the projects of the Goal 1 working groups.

In collaboration with Clark Marketing Communications, the marketing working group has developed graphic posts for 2022 that will ensure the CWL continues to have a strong presence on social media, including Facebook and Instagram. In the past few months, the national sisterhood has showcased member testimonials and inspirational social posts, viewed by tens of thousands of people and shared across the country by people of all ages. There are more exciting things planned for this year, so stay tuned!



The effective communications working group is tasked with improving, streamlining and expediting internal and external communications. Members have access to and receive information from many sources. In a survey to be distributed this month, members will be asked whether the current methods are effective, relevant, timely and actionable and to define areas that need to be improved or changed.

The training and development using technology working group distributed a survey to determine what type of technology members have access to, find out how they currently get their training, pinpoint any obstacles and identify training needs. The results from the survey will form the basis for the development of future training programs.

The working groups have volunteered hundreds of hours to help deliver on the objectives of the League's strategic plan. However, all members' continued support and participation are needed to ensure the League grows and remains relevant to women of all ages, from coast to coast. For more information on the strategies and programs, visit cwl.ca.